

The new Y.

For kids,
families,
communities.



FOR YOUTH DEVELOPMENT
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Grand Traverse Bay YMCA

3000 Racquet Club Drive, Traverse City, MI 49684

Volume 2, Issue 2

October 2010

www.qtbayymca.org | 933-9622

Campaign Goal = \$12,000,000. Raised to Date = \$5,690,264.

New donations now needed = \$6,309,736.

ROTARY CHARITIES MATCH COMPLETE!

"These are the kind of phone calls we like to receive," stated Becky Ewing, program officer of the Rotary Charities of Traverse City, when she heard from the New Y Campaign. "The New YMCA Campaign match to our second grant is a tremendous milestone for the campaign."

Rotary Charities challenged the donors to the New Y to match it grant of \$325,000 for the building of a New YMCA complex on Silver Lake Road in Garfield Township. In mid-September donors gave the necessary gifts needed for the match. "Our donors came through for us to match this generous grant with their donations," said Henry Peet, campaign chairperson. "This kind of giving had a double impact toward getting closer to our goal to build the New YMCA."



NEW DONATION - NEW GIFT OPPORTUNITY

The New YMCA Capital Campaign received an anonymous gift for \$250,000 this month.

A long time supporter of the Grand Traverse YMCA and the New YMCA project, the donor is challenging new donors to contribute an additional \$500,000 in a "\$2 donation: \$1 match" challenge.

New gifts and pledges received until the end of 2011 will be counted toward this challenge.

Donate through the Community Foundation on-line now at www.4good4ever.org.

The new Y.

Why a new YMCA?



**According to Kathryn Huschke,
Executive Director of The Oleson Foundation:**

The Oleson Foundation has supported the YMCA capital project with a significant 3- year grant and also the Board of Directors of the Foundation supports the New Y as a high priority community investment.

The new facility will greatly benefit children and families from all walks of life, providing them with many exciting opportunities in a safe, stimulating, and state of the art atmosphere.

Kathryn Huschke was previously with the Fremont Area Community Foundation prior to coming to the Oleson Foundation in 2008.



**According to Phil Ellis,
Executive Director of the Community Foundation:**

The Grand Traverse Regional Community Foundation is proud to be in partnership with the Y in one of the more dramatic regional projects.

The New YMCA will change the face of this region for decades to come and provide needed facilities to teach people fitness and a healthy life style through out their entire life.

We need to build the New YMCA Now!

Dr. Ellis worked with the Pine Rest Foundation and Pine Rest Christian Mental Health Services for 30 years prior to coming to the region. At the Community Foundation he promotes philanthropy and endowment building to benefit charity in the Grand Traverse region forever.



Since 1964, the Grand Traverse Bay YMCA has been a charity that has served the region's needs. Our mission is to put Judeo-Christian principles into practice through programs that build healthy spirit, mind and body for all.

New Essential Phase:



New Aquatic Center:

- Six lane competitive pool with space for competition, training & life-long fitness
- Competitive diving well
- Learn to swim
- Hot tub spa and therapeutic pool
- Splash pad for new swimmers
- Spectator seating on second level

Forty percent (40%) of 7th graders can't swim 25 yards to save their life or the life of a friend but they could if you make a donation to the New YMCA Capital Campaign!

- Grand Traverse Bay YMCA Marketing Study

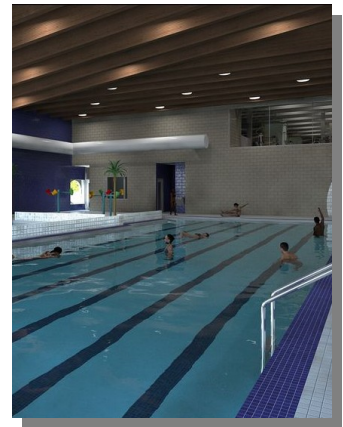
Essential Phase Highlights

Aquatics

- Competitive pool
- Diving well
- Learn-to-swim pool
- Hot tub spa

Health & Fitness

- Youth fitness area
- Multi-purpose exercise room
- Aerobics studio (indoor and outdoor)
- Fitness evaluation room
- Free weight, selectorized, and cardio areas



Tennis Center

- 6 court indoor facility
- Bi-level courts
- Build in spectator & seating areas



A concept drawing of part of the Tennis Center.

Make or increase your gift:

www.4good4ever.org

231-935-4066

through the Community
Foundation.



**Grand Traverse Bay YMCA
3000 Racquet Club Drive
Traverse City, MI 49684**

231-933-9622

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RETURN SERVICE REQUESTED



The new YMCA will provide a Tennis Center!

- Six indoor tennis courts
- Bi-level courts
- Multi-level spectator seating

In addition ...

- Outdoor tennis and pickleball courts

Thank you to our New YMCA donors!

Aja, Thomas & Judy
 Alfonso, Bonnie
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 Anonymous Gifts
*-one in memory of
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For kids, families, communities.
The new Y.

Thank you to our New YMCA donors!

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 Zalar, Dr. Joe

September 28, 2010

Give a donation on-line at:

**www.4good4ever.org
 to the
 New Y Capital Campaign
 through
 the Community Foundation**

**Get more information
 on-line at:**

**www.gtbayymca.org
 about the
 New Y Capital Campaign**



The New Y Aquatic Center will provide the opportunity for people of all ages to experience programs that build healthy spirit, mind, and body for all.